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1. Know your state' series
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description of the state 2.
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provided for quick practice
5. Special section for

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in terms of Industrial
Production, the second
largest contributor of food
grains, third-largest
exporter of Software.
Gaining General Knowledge
about this state is
essential for students who

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are preparing for the HPSC
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provides detailed study material of History, Geography, Economics, Politics, Art & Culture, Centre & State Government of Haryana state. Along with the Chapterwise information, there are ample MCQs

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provided for the revision of chapters simultaneously. A special section is given to Current Affairs that provides a quick look over the recent incidents. Housed with the best available resources, prepare yourself

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National Parks And Wildlife
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In Haryana, Architecture,
Arts And Crafts Of Haryana,
Music And Dance Of
Haryana, Fairs And Festivals
Of Haryana, Cultural
Heritage of Haryana,
Language And Literature Of

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Haryana, Education and
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Personalities Of Haryana.
The mass media are

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diversified media technologies that are intended to reach a large audience by mass communication. The technologies through which this communication takes place vary. In the late 20th

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Century, mass media could be classified into eight mass media industries: books, newspapers, magazines, recordings, radio, movies, television and the internet. With the explosion of digital communication

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technology in the late 20th and early 21st centuries, the question of what forms of media should be classified as "mass media" has become more prominent. Each mass media has its own content types, its own

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creative artists and technicians, and its own business models. For example, the Internet includes websites, blogs, podcasts, and various other technologies built on top of the general distribution

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network. The sixth and seventh media, internet and mobile, are often called collectively as digital media; and the fourth and fifth, radio and TV, as broadcast media. Some argue that video games have

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developed into a distinct mass form of media. Mass communication was seen by those who owned newspapers, radio and T.V. stations and by cinema producers mostly as an efficient device to reach messages to a very

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large number of people in a linear fashion. The media users were seen primarily as targets-passive targets for message intake and appropriate action either in voting as desired or buying products advertised or

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imbibing ideas intended by producers. Magic bullet theory suggests that messages were shot directly into the receiver. It assumes that receivers are passive and defenseless and take whatever is shot at

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them. The magic bullet theory also portrays that the media have a direct immediate and powerful effect on those who pay attention to their contents. This book has been intended as a manual for students of

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this subject. Contents: •
Television: The People
(Crew) • Television: Past
Present and Future • News
Paper Organization and
Management • Printed Media
Industry: Theory and
Practice • Media

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Organizations • Film in
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Mass Media Today

Media Issues

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Based on interviews conducted in four countries - India, Australia, the UK and the USA - it reveals a wide range of opinions on topics which lie close to

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the heart of their

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sections Journal & summaries, Acts
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Report - Government of India, Ministry
of Information and Broadcasting

Labour Gazette

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Know Your State Haryana
In the Indian Context
Parlance

**Papers presented at a
seminar organized by Asian
Mass Communication Research
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(AMIC).**

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**With reference to India.
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Public Interest in
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Government Media, Autonomy
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The Hindu Index Frontline

First Published in 1999. Routledge is an imprint of Taylor & Francis, an informa company.

This comprehensive text has been designed keeping in mind the

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undergraduate and postgraduate students of Journalism, Mass Communication, Visual Communication, Electronic Media, Broadcast Journalism and other media courses. It gives a detailed account of the different formats of

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radio programme production—radio news, interview, documentary, feature, drama, docudrama, discussion and phone-in programmes—and also explains methods of production, basics of script writing, studio set-up, special

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audience radio programmes,
specialized broadcasting including
educational broadcasting, and legal
regulations and ethics related to
radio broadcasting in India. The
book imparts a thorough
understanding of the history of radio

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broadcasting in India, community radio, radio journalism, model of radio in India, FM revolution in India and the different wings and functionaries of radio. Practical knowledge needed to succeed in a career in radio by providing the

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qualities needed to become a successful news presenter, news writer, radio producer and radio jockey have also been furnished. Not only the media students, but also radio professionals and those who aspire to have a career in radio

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and neat illustrations to explain the concepts. • Box items to highlight the key points in each chapter. • Model flow charts for students to create and produce their own programmes. • Annexure and references for further study of the

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Policy, and National Development
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political, socio-economic,
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diversity in the countries
under consideration before
delving into the role that
social, historical, and
political factors have had

in shaping the balance of
diversity and unity. The
authors assess the value
placed on diversity by
examining whether present
institutional arrangements
and public policies

restrict or enhance
diversity and address the
future challenges of
balancing diversity and
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Commemorating Sixty
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relations in India, Mehta discusses such issues as freedom of the press, press laws, and developments in the international regulation of the media. His book is

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***also a bibliography and a
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*Shanti Kumar's Gandhi Meets
Primetime examines how cultural
imaginings of national identity*

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have been transformed by the rapid growth of satellite and cable television in postcolonial India. To evaluate the growing influence of foreign and domestic satellite and cable channels since 1991, the book considers a wide range of

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materials including contemporary television programming, historical archives, legal documents, policy statements, academic writings and journalistic accounts. Kumar argues that India's hybrid national identity is manifested in the discourses

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found in this variety of empirical sources. He deconstructs representations of Mahatma Gandhi as the Father of the Nation on the state-sponsored network Doordarshan and those found on Rupert Murdoch's STAR TV

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network. The book closely analyzes print advertisements to trace the changing status of the television set as a cultural commodity in postcolonial India and examines publicity brochures, promotional materials and programming

schedules of Indian-language networks to outline the role of vernacular media in the discourse of electronic capitalism. The empirical evidence is illuminated by theoretical analyses that combine diverse approaches such as

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National Media Policy

Lok Sabha Debates

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